

**ALAMEDA GOLF COMMISSION  
MINUTES OF REGULAR MEETING**

**Tuesday, April 10, 2012**

**1 CALL TO ORDER**

Chair Jane Sullwold called the regular meeting to order at approximately 6:31 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1Clubhouse Memorial Road, Alameda, CA 94502

**1-A ROLL CALL**

**Present:** Chair Jane Sullwold, Commissioner Ray Gaul, Commissioner Betsy Gammell, Vice Chair Bill Schmitz, and Secretary Jeff Wood

**Absent:** None

**Staff:** General Manager John Vest, Superintendent Matt Wisely, City Manager John Russo, and Park and Recreation Director Dale Lillard

**1-B APPROVAL OF MINUTES**

The minutes of the regular meeting of March 13, 2012, were approved unanimously.

**1-C ADOPTION OF AGENDA**

The Commission unanimously adopted the agenda.

**2 ORAL COMMUNICATIONS**

None.

**3 COMMISSION COMMUNICATIONS**

Chair Sullwold advised that, pursuant to the request of City Manager John Russo at the March 6th City Council meeting, there will be a special meeting of the Golf Commission on Tuesday, April 24 at 6:30 p.m. The meeting will take place at the Washington Park Recreation Building on Central and 8<sup>th</sup>. At the meeting, representatives of Greenway Golf and KemperSports will make short presentations regarding their proposals to renovate and operate the Golf Complex. They will then respond to questions from the public, following which the public will be invited to make statements of up to two minutes regarding which proposal they prefer. After all public questions and comments are complete, the Golf Commission members will ask questions of the two companies, and make statements as to which company to

recommend. At the conclusion of the meeting, an official vote will be taken by the Golf Commission on the recommendation of a vendor to City Manager Russo.

#### **4 WRITTEN/ORAL REPORTS**

##### **4-A Maintenance activities report by Matt Wisely**

Matt Wisely stated that aerification has been completed on the South greens using ¼" inch tines with no sand. Both courses were double verticut today, and they are in the process of rototilling the bunkers and redistributing the bunker sand. Slight modifications have been made to both courses, specifically around the greens on selected holes. Alameda has had eight inches of rain in the last four weeks, and they are finding that the Jack Clark course is taking longer to drain. Matt attended the Men's Club meeting last month to advise on preparations for the Commuters Tournament and spring in general. Matt will be preparing a regular monthly report for inclusion in the Men's Club "Tee Time Tales," and will forward a copy to the Seniors Club and the Women's Clubs. The next two weeks will be dedicated to getting the course detailed for the Commuters.

One staff member has left recently, and Matt is looking for his replacement as well as someone to fill another vacant position. Rich Jessen has returned from his seasonal layoff.

Norma Arnerich said that she thought the Clark course was in great shape for the AWGC tournament on April 5<sup>th</sup>, and Commissioner Betsy Gammell added that she thought the greens on the course were excellent.

##### **4-B Golf Shop and Driving Range activities report by John Vest**

John Vest stated that March revenue was up 28% over the previous year. Range and lesson revenues are up, and merchandise revenue for March was over \$20,000. March 2012 had 7,100 rounds compared to 4,600 in March 2011. The Complex offered a Masters special at \$27.00 after 3:00 p.m., including cart, and will sponsor a TaylorMade demo day on Saturday.

##### **4C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich**

Dot Lorenzetti's nephew contacted Norma about donating a memorial bench, and members of the Nine-Hole Club would like to dedicate a tree in her memory. Dot was a member of both the Niners and the 18-Hole women's club.

##### **4-D Golf Complex Restaurant Report, Jim's on the Course**

City Manager John Russo advised that he has negotiated a 25-year lease with Jim's on the Course that he hopes will be presented to the City Council for approval at the May 1<sup>st</sup> meeting. He said that he was pleased for the City to be doing business with a local proprietor rather than a large national firm. The City will remain the owner of the property, but Jim's on the Course will finance a major expansion of the restaurant. He

expects that the amount of rent received by the City will increase over time, and stated that a significant portion of the rent paid to the City will be put aside for future renovations.

Tom Geanekos, owner of Jim's on the Course, handed out a rough drawing of the current and future restaurant configurations. At present, they are able to seat 80 people, whereas under the new design with an expanded footprint, they will be able to seat about 250, which is sufficient capacity for tournaments as well as other non-golf events. The kitchen will be remodeled and enlarged so that it will have the capacity to prepare meals for an event as well serving the regular restaurant customers. The renovation will be done in phases to allow the restaurant to remain open as much as possible, although they will only be able to provide limited service during the kitchen renovation.

## **5 AGENDA ITEMS**

### **5-A Status Report on long term lease negotiations, including Golf Commission recommendations, if any.**

None

### **5-B Receive a report from Chair Sullwold regarding release of Golf Complex email database**

Chair Sullwold read a prepared report, a copy of which is attached.

### **5-C Update on Golf Complex Finances**

Bob Sullwold reported that, for the first eight months of fiscal year 2011-12, rounds are up 27% on the Fry course and 12% on the Clark course as compared with the same period last year. Revenue on both courses is up 11% and overall rounds are up 20%. The operating profit for the Golf Complex through those eight months was about \$750,000, with payments to the City of about \$350,000. Approximately \$275,000 has been added to the Enterprise Fund, leaving a balance as of the end of February of over \$1,000,000.

## **6. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)**

None

## **7. OLD BUSINESS**

None

## **8. WRITTEN COMMUNICATIONS**

None

**9. ITEMS FOR NEXT MEETING'S AGENDA**

- Status Report on Long Term Lease negotiations, including Golf Commission recommendations, if any
- Update on Golf Complex Finances

**10. ANNOUNCEMENTS/ADJOURNMENT**

The meeting was adjourned at 7:56 p.m.

The agenda for the meeting was posted seven days in advance in compliance with the Alameda Sunshine Ordinance, which also complies with the 72-hour requirement of the Brown Act.